

FOR IMMEDIATE RELEASE



City of Duluth Communications Office

Mayor Emily Larson
411 West First Street • Duluth, Minnesota 55802 • www.duluthmn.gov

*For more information contact Kate Van Daele,
Public Information Officer at 218-730-5309*

DATE: 4/20/2020

SUBJECT: City and Partners Announce Virtual Clean-up on April 25

BY: Kate Van Daele, Public Information Officer

City and Partners Announce Virtual Clean-up on April 25

[Duluth, MN] This week marks not only the 50th anniversary of Earth Day (April 22, 2020) – but it is also the celebration of National Volunteer Week (April 19-25, 2020).

“What better way to celebrate than by hosting a Keep Duluth Clean Virtual Clean-Up,” says Mayor Emily Larson. “Spring time is often when our community steps up to clean up. In previous years, we’ve had 100’s of volunteers who have donated 1000’s of hours towards litter removal and park beautification projects. Of course, with current guidelines, we are not able to gather this year. But that doesn’t mean we can’t take action from our homes or where we are sheltered – in a safe and socially distant way, of course!”

The City of Duluth is excited to announce our first Keep Duluth Clean Virtual Clean-Up on Saturday, April 25, 2020. Participating is easy! No driving necessary. Simply follow these steps:

1. [Sign Up @ duluthmn.gov/kdc](https://duluthmn.gov/kdc)
2. Grab a five-gallon bucket or old grocery bag to reuse (or another bag available to you).
3. Put on your gloves or grab your litter grabber.
4. Pick up whatever litter you see for at least 30 minutes
5. Get picky! Look for little pieces of plastic and cigarette butts.
6. Have extra time? Sweep your sidewalk, curb and/or boulevard of sand and salt and bring to a [Road Sand Collection Site!](#)
7. Dispose of the collected waste in your personal trash containers.
8. Wash your hands!
9. Share your impact by tagging @KeepDuluthClean and #KeepDuluthClean online.
10. Be entered to win great prizes by sharing and posting participation photos in the comment section on our Virtual Clean-Up social posts on Saturday, April 25 and by reporting your volunteer hours through the [Keep Duluth Clean Litter Report](#).

Virtual Clean-Up sponsor, Loll Designs, has donated five Lollygagger Lounge Chairs that will be given away as prizes to five individuals who participate in the clean-up (limit one chair per winner). Earn up to two chances to win by: 1) sharing our post and then posting in the comment section of our Virtual Clean-Up social post on Saturday, April 25; AND 2) reporting your volunteer hours through the [Keep Duluth Clean Litter Report](#).

“We are excited to see people rise to the occasion this year,” says Greg Benson, CEO, Loll Designs. “It really is a perfect time for people to take advantage of the stay at home order and clean up their yards and neighborhoods. You can help ‘Keep Duluth Clean’ by simply going out and picking up trash wherever you are. Hopefully, this year’s Virtual Clean-Up builds a foundation for the Keep Duluth Clean initiative, and people start doing the right thing of picking up trash year round.”

###